



For Immediate Release

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SAN PEDRO WATERFRONT ARTS DISTRICT TO CELEBRATE NEW MURAL



San Pedro, CA – The San Pedro Waterfront Arts District, in collaboration with the Council District 15 Office of Joe Buscaino and the Los Angeles Department of Cultural Affairs asks you to Save-the-Date of **First Thursday, February 2nd, 2017 at 5:00pm** for a celebration of the new mural in the Lilyan Fierman Walkway. Please plan to join the Councilman for this ceremony. Entertainment will be provided by the Alex Smith trio and there will be art prints of the completed mural available for sale in the walkway.

This summer we were thrilled to announce a mural award to local artist Luis Sanchez. The mural award is part of the City of Los Angeles' One Percent for the Arts Funding, negotiated by the Council 15 Office. The mural has been painted on the east wall of 454 West 6th Street in the newly renovated Lilyan Fierman Walkway, connecting 6th street with the municipal parking lot on 5th street.

The Arts District received 46 submissions to their Call for Artists and was assisted by six members of the Arts District Design Advisory Panel, who made recommendations to the Board and the property owner for their final decision. After a long review consensus driven process, it was decided to give the mural award to Pac Arts resident, Luis Sanchez. The Arts District liked the inventive way he captured the soul and spirit of the adjacent Warner Grand Theatre, while creatively highlighting the performing arts.

"Since part of our mission, as an arts district is to put art on the outside for all to enjoy, we are thrilled to be given this opportunity to have this mural painted", says San Pedro Waterfront Arts District Managing Director, Linda Grimes. "We were completely bowled over by the quantity and quality of the submissions we received and look forward to transforming San Pedro with more artist painted surfaces." Energizing and repurposing neglected alley ways has become a nationally accepted way to give the community a sense of beauty, safety and pride about their neighborhood.

Born in Mexico City, **Luis Sanchez** is a fine art painter, sculptor and muralist and painted one of the eleven DOT boxes on Harbor Boulevard. He has been a self-employed artist for over twenty-years, exhibiting painting, sculpture in at Premio Bugatti, Italy, the Los Angeles Art Show, Art Basel, Miami and many other galleries, residential and commercial commissions in a wide range from decorative to trompe l'oeil. Luis notes, "When looking at the history of our historic

theatre, its incredible design and history, I wanted to show a tale of past, present, music, dance, movement, celebration of the arts, as well as the diverse culture of San Pedro. I also used some of the applied design aspects from the interior of the Warner Grand.”

When the mural celebration concludes, the **Pac Arts Gallery** will be opening a group exhibition, featuring Luis Sanchez, Regina Argentin and our other notable resident artists. The Opening Reception will start at 6pm and the Gallery is located at 303 South Pacific Avenue in San Pedro.

ABOUT THE SAN PEDRO WATERFRONT ARTS DISTRICT: In downtown San Pedro, the arts and the waterfront are main motivators in the revitalization of the area. Projects and activities in the Port of LA and the San Pedro Waterfront Arts District seek to eliminate blight and provided physical, social, cultural and economic benefits that have transformed downtown San Pedro.

The Arts District has transitioned from the 2009 CRA grant-dependent model to a new self-sustaining non-profit company, the San Pedro Waterfront Arts District. The aim of the new non-profit Arts District is to cultivate more sustaining partnerships; evolve the accomplishments of the past; generate new opportunities to support local arts, culture and entertainment; and fulfill the mission of nurturing the cultural roots of San Pedro through arts advocacy, education and promotion.

Among its goals, the Arts District is committed to fundraising and advocacy for a sustained schedule of Creative Place Making/Public Art projects in and around the downtown area of the Arts District.